



A COMMITMENT TO EXCELLENCE

**AMERICAN UNIVERSITY
OF SCIENCE & TECHNOLOGY**

**INTERNATIONAL DEVELOPMENT
AND CONTINUING EDUCATION OFFICE**

in partnership with
**GLOBAL CEO ALLIANCE,
HOST OF UNITAR- CIFAL LEBANON**

is proud to present
a professional diploma in

**MASTERING DIALOGUE AND DECISION
MAKING IN THE AI ERA (PTP)**

MASTERING DIALOGUE AND DECISION MAKING IN THE AI ERA PROFESSIONAL DIPLOMA (PTP)

Course Description

The “Mastering Dialogue and Decision Making in the AI Era – Path to Persuasion (PTP) Professional Diploma” equips learners with essential negotiation and decision-making skills that directly contribute to the United Nations Sustainable Development Goals (SDGs). By promoting peaceful conflict resolution, ethical decision-making, and the use of innovative tools such as AI, the program supports SDG 16 (Peace, Justice, and Strong Institutions), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 4 (Quality Education). Its focus on inclusivity, fairness, and cultural adaptability also advances SDG 5 (Gender Equality) and SDG 10 (Reduced Inequalities). Most importantly, by emphasizing collaboration, long-term partnerships, and collective problem-solving, the diploma strongly aligns with SDG 17 (Partnerships for the Goals), preparing graduates to foster sustainable cooperation across sectors and borders.

In today’s competitive world, the ability to negotiate confidently and strategically is a critical skill for success in any field—whether you are closing business deals, resolving conflicts, or advocating for your needs. This diploma offers a comprehensive, hands-on approach to building your negotiation expertise. Through expert-led instruction, real-world simulations, and actionable frameworks, you will gain the skills and confidence needed to create value-driven outcomes, foster collaboration, and achieve your personal and professional goals.

What sets this program apart is its focus on practical application and adaptability. You will learn to navigate complex scenarios, from high-stakes corporate negotiations to everyday challenges, while mastering techniques rooted in psychology and strategic thinking. Whether you are a seasoned professional aiming to sharpen your skills or a beginner eager to gain a competitive edge, this diploma provides the tools, insights, and experience to succeed in any negotiation. Join a network of like-minded individuals and invest in a skill that will empower you for a lifetime.

This diploma is comprised of 4 courses, each lasting for one month.



Students will be receiving a special diploma from AUST. This diploma is not about theory—it is about transformation. They will also receive a diploma from Cifal-Lebanon/Unitar. The diploma duration is 4 months.



Courses are given at AUST- Ashrafieh Campus.



The diploma starts on January 7, 2026 and ends on April 29, 2026, and is given every Wednesday from 3:00 PM till 7:00 PM.



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Why Choose AUST?

The American University of Science and Technology (AUST), in collaboration with GCEO and UNITAR's CIFAL Lebanon, offers an unparalleled opportunity to pursue a dual-certified diploma that combines academic rigor with international recognition. This landmark partnership ensures that every participant receives not only a diploma from AUST but also an additional certification from CIFAL Lebanon/UNITAR, amplifying their credentials on a global scale. Through this program, learners gain access to advanced training, capacity-building workshops, and exposure to international best practices, all designed to align with the United Nations' Sustainable Development Goals (SDGs). Choosing AUST means joining a forward-looking institution committed to innovation, resilience, and sustainable progress—equipping graduates with the knowledge, tools, and global network to lead impactful change in their communities and beyond.

Course 1: Negotiation Fundamentals: Building the Foundation (PTP 5000) 2cr.

Description: This course introduces the core principles and strategies of negotiation. Students will explore key concepts such as understanding interests versus positions, creating win-win outcomes, and mastering the negotiation process. Practical exercises and case studies will prepare students to handle negotiations in both personal and professional settings. By equipping learners with constructive conflict-resolution skills, this course advances SDG 16 (Peace, Justice, and Strong Institutions) through promoting dialogue and peaceful dispute resolution. It also supports SDG 4 (Quality Education) and lays the groundwork for SDG 17 (Partnerships for the Goals) by instilling collaboration skills that are essential for building sustainable partnerships.

Course 2: Strategic Negotiation: Advanced Techniques for Success (PTP 5100) 2cr.

Description: Dive deeper into the psychology and tactics of negotiation. This course covers advanced topics such as anchoring, persuasion strategies, managing impasses, and leveraging power dynamics. Students will engage in simulations to practice high-stakes negotiations and learn how to adapt strategies to different contexts and cultural settings. By addressing cross-cultural communication and inclusivity, this course contributes to SDG 10 (Reduced Inequalities) and SDG 5 (Gender Equality). Its focus on adaptability and fair outcomes also supports SDG 8 (Decent Work and Economic Growth). Furthermore, by teaching how to engage constructively with diverse stakeholders, it strengthens SDG 17 (Partnerships for the Goals), which depends on equitable negotiation across nations, institutions, and communities.

Course 3: Applied Negotiation: Real-World Problem Solving (PTP 5200) 2cr.

Description: In this hands-on capstone course, students will apply their knowledge to real-world scenarios, including business contracts, conflict resolution, and multi-party negotiations. Emphasis is placed on ethical considerations, relationship management, and long-term value creation. Role-playing and peer feedback will help students refine their skills and build confidence. By fostering ethical practices and sustainable partnerships, this course aligns with SDG 12 (Responsible Consumption and Production) and SDG 16 (Peace, Justice, and Strong Institutions). Its emphasis on collaboration and relationship management makes it especially relevant to SDG 17 (Partnerships for the Goals), preparing students to build resilient alliances that generate lasting impact in business, governance, and civil society.

Course 4: AI in Negotiations: Strategies, Tools, and Ethics (PTP 5300) 2cr.

Description: This course explores how artificial intelligence is transforming negotiation. Learners will study negotiation theory alongside AI applications such as natural language processing, sentiment analysis, and decision-support systems.

Simulations and hands-on projects will demonstrate how AI can support, enhance, or lead negotiation processes across various sectors. Critical attention will be given to issues of bias, transparency, and trust in AI.

This course directly supports SDG 9 (Industry, Innovation, and Infrastructure) by advancing responsible integration of technology into decision-making. Its focus on ethics and accountability in AI usage links to SDG 16 (Peace, Justice, and Strong Institutions), while its emphasis on digital skills development contributes to SDG 4 (Quality Education). Importantly, by demonstrating how AI can facilitate cooperation across borders and sectors, it reinforces SDG 17 (Partnerships for the Goals), highlighting the role of technology in fostering sustainable global collaboration.



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